



OPPORTUNITIES | EDUCATION | EVENTS | UPDATES

March 2025

## HIGHLIGHTS

Starting a Business  
Brochure

Upcoming Start-up  
Events

Marketing Minute:  
Capitalize on Spring

New In Town

Mythbusters Series: No  
Help for Start-ups

Be Heard: Business  
Retention Survey

Two Businesses Honored  
at Annual Event

Featured Property for  
lease: 120 Newsome Dr.



## Spring into business: A season for new beginnings!

Spring is a season of fresh starts, growth and new opportunities—making it the perfect time to turn your business idea into reality! It's a great moment to plant the seeds of a new venture and watch them flourish.

Whether you're launching a startup, expanding your side hustle or adding a new product or service to your existing lineup, this month's newsletter is packed with resources to help you take the next step—funding opportunities, training programs, brochures, and pitch competitions designed to support new and growing businesses in York County.

## STARTING A BUSINESS in York County



[www.yesorkcounty.com](http://www.yesorkcounty.com)

If you or someone you know is opening a new business in York County, WELCOME! We're glad you're here.

One of the first things you'll want to do is check out our many resources for new businesses and entrepreneurs. From our new Starting a Business brochure to the latest how-to videos from Planning and Development Services, we have the resources you need to thrive.

Wondering where to begin? Our **Starting a Business** brochure will guide you through the process. This handy resource is packed with essential steps, key reminders, helpful resources and fresh ideas to set you up for

success. Whether you're in the early planning stages or ready to launch, this brochure will help you navigate the path to business ownership with confidence.

### NEW BUSINESS RESOURCES

## UPCOMING OPPORTUNITIES Start-Up Events



Join the **Virginia Peninsula Chamber** for their popular Start, Grow, Thrive: Succeeding in Business series. April's session will feature Professor Willy Donaldson, PhD, teaching about the Lean Start-Up & Business Model Canvas.

**Wednesday, April 12**  
**9–10:30 a.m.**  
Virginia Peninsula Chamber



Do you have a business idea (or invention) and need guidance and/or funding to get it off the ground? Then clear your calendar for one of two upcoming pitch events! **Start Peninsula** is an organization (supported in part by York County ETD) dedicated to helping entrepreneurs grow their businesses by providing mentorship, networking and funding opportunities.

Interested? Register for one of the upcoming Zoom events:

11850 Merchants Walk, Ste 110  
Newport News, VA  
Members: FREE  
Non-members: \$15

[REGISTER](#)

**Pitch Perfect**  
Wednesday, April 30, 6-8 p.m.

**Micro Pitch**  
Wednesday, May 14, 6-8 p.m.

[REGISTER](#)

## HOME-BASED BUSINESS EVENT Lunch & Learn to offer start-up tips for HBBs



THURSDAY  
**APR. 17TH**  
12:00 PM to 1:00 PM

**LUNCH & LEARN  
SERIES**  
2025

**Start Up Lessons:  
Wins & Woes**  
Katie Van Winkle, Anatokey

*This webinar explores key lessons from launching and scaling a tech startup, highlighting both wins and challenges. Learn how to navigate funding struggles, product-market fit, leadership hurdles, and growth strategies for long-term success.*

Advance registration required.  
ALL SESSIONS WILL BE HELD VIRTUALLY VIA ZOOM

SCAN TO REGISTER



The popular Home-Based Business Lunch & Learn Series is back! The second session of our 2025 series is aimed at those planning to start a home-based business.

**Start-up Lessons: Wins and Woes**  
Katie Van Winkle of Anatokey  
Thursday, April 17  
Noon–1 p.m. via Zoom

Attendees will explore real-world lessons from launching and scaling a tech startup—highlighting both successes and setbacks. Gain insights into overcoming challenges, making strategic pivots and leveraging wins to fuel growth. Key topics include funding struggles, product-market fit, leadership hurdles and scaling strategies.

See the [2025 series flyer](#) for details on all upcoming sessions.

[REGISTER](#)

## MARKETING MINUTE

### Capitalize on spring holidays



Tax refunds are rolling in, and customers are ready to spend—making spring the perfect time to promote your business! From April Fools' Day and Easter to prom season, Mother's Day and Memorial Day, this season is packed with opportunities to engage your audience. Whether it's a spring refresh sale, a fun April Fools' idea or a Mother's Day giveaway, now's the time to connect with customers.

Get creative with **themed events**, **seasonal sales**, or **special promotions** tied to these springtime celebrations.

Need help? Apply for our new **Small Business Marketing Grant**.

**MARKETING TIPS**

## NEW IN TOWN

### From ribbon cuttings to renovations



Yum is the word in lower York County these days! Many residents are already buzzing about all the new restaurants serving up delicious meals.

Here's a look at what's recently opened and coming soon:

**Jersey Mike's Subs** has officially opened its doors, adding a delicious new dining option to the area! Known for its fresh, made-to-order subs, the new location (at

Get ready for another helping of **Shorty's Diner**. This upper County business is opening an additional location in the former Bay Haven Grille space, near Hampton Roads Harley Davidson on Rt. 17 in Grafton! The owners anticipate opening in spring. [Read more](#).

**Chick-fil-A** has submitted a site plan to build a highly anticipated restaurant at 5600 George Washington Memorial Hwy, on the vacant lot between IHOP and Dairy Queen in Grafton. Fingers crossed for this exciting addition to the corridor!

**Cookout** has also submitted a site plan for a new location in Grafton.

**Shibam Mix Grill** recently opened in Kiln Creek Center, serving authentic Mediterranean and Turkish cuisine.

And let's not forget the announcements from last quarter: **Virginia Beer Company**, **Papi's Creamery**, and **QDaddy's Pitmaster BBQ** are also making waves in the local scene. As you can see, business is booming along the Route 17 corridor in lower York County.



Each month, many new businesses open up in York County. Last month we welcomed **Colonial Iron Gym** and **Worley's Business & Media Center – Always Be Branding**.

Want to know what other new businesses are new in town? Be the first to know when you check out our **New In Town business list**, **video series** and **ribbon cutting image galleries**.



Want to know what's coming to the County? Wondering what's going on at that site next door?

Check out the **Development Dashboard** for details on recent property sales, assessments, building permits, site plans and much more!



## CELEBRATE IN STYLE

Open your doors with a ribbon cutting

Opening a new business is an exciting achievement, and a ribbon-cutting ceremony is the perfect way to mark the occasion! It's more than just cutting a ribbon—it's an opportunity to introduce your business to the community, generate buzz and start building lasting relationships. To schedule your ribbon-cutting ceremony, contact Economic & Tourism Development at (757) 890-3317.



## BUSINESS MYTHBUSTERS

### Help is only available for established businesses



**INCENTIVE PROGRAMS**

**MYTH:** Most grant programs only help established companies, not new ventures.

**FACT:** While many of our grant programs do require that the business has been open at least one year, several others do not have that requirement and we encourage new business owners to apply.

Funds are available to help you design a new website, get listed on Google Business View, renovate your building's facade, and even promote your new business.

## BUSINESS RETENTION SURVEY

# HELP US HELP YOUR BUSINESS!



**YORK COUNTY'S 2025  
BUSINESS RETENTION SURVEY**

**This is your chance to have a voice in business decisions for  
the County!**

*If you operate a commercial business, we need to hear from you.*

Every year, ETD conducts retention surveys to gather valuable insights from the local business community and help us understand how best to support your success and continued operation in York County. It's a chance for owners and managers like you to provide feedback and suggestions that can improve the business environment in the County for everyone.

These surveys play a critical role in understanding the challenges, opportunities, and needs of our businesses. The results help shape new programs, refine existing resources, and ensure we're providing the support that businesses need to thrive.

If you operate a commercially located business in York County, we need to hear from you. Click the link below to participate in this year's survey and make your voice heard. (Don't worry, we haven't forgotten about our home-based businesses. The Home-Based Business Survey will be coming out in April.)

**COMMERCIAL BUSINESS SURVEY**

## IN CASE YOU MISSED IT

# Two local companies honored at Distinguished Business Affair

At York County's annual Distinguished Business Affair, which took place March 13 in the Freight Shed at Riverwalk Landing, two local companies accepted awards for their impact on the community.

The Economic Development Authority and the Department of Economic and Tourism Development honored **Harper's Station** with the 2025 Distinguished Business Award. This award is given each year to celebrate and honor a growing business that recently made a significant commercial investment in York County.

Also during this event, the York County Chamber of Commerce recognized its Small Business of the Year—**Collision Correction**. The business was selected for its local community support and commitment.



### York County ETD DISTINGUISHED BUSINESS OF THE YEAR

**Harper's Station Yorktown**, which opened in November 2024, was given this award for its significant economic contribution to the County. An upscale senior living community managed by SRI Management, Harper's Station was designed as a state-of-the-art community offering 76 independent living units, 60 assisted living units, and 22 memory care units, ensuring residents receive the right level of care at every stage of life.



### York County Chamber SMALL BUSINESS OF THE YEAR

**Collision Correction** is a full-service collision repair facility that launched in 2022 in upper York County, driven by a passion for delivering high-quality service. In just two years, the company has nearly outgrown its 9,000-square-foot facility and plans to build a larger facility in the County. Collision Correction was prominently featured on the cover of *Fender Bender* magazine, a leading industry publication.

[VIEW PRESS RELEASE](#)

FEATURED PROPERTY  
**Industrial space in York River Commerce Park**  
120 Newsome Drive in lower York County

**FOR LEASE**  
**3,966 SF**



Looking for a place to call home for your new business? Don't miss this rare opportunity to lease flex space in York River Commerce Park.

This modern office warehouse space, located within a well-established 182-acre commerce park, offers a prime location just off Route 17 and Fort Eustis Blvd, with quick access to I-64 (Exit 250) in approximately 8 minutes.

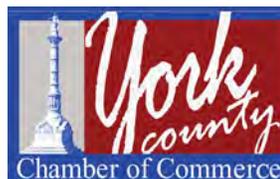
Suite A features 3,966 square feet of flexible space at \$14 per square foot, with the landlord covering taxes, insurance and common-area maintenance. Designed for efficiency, the property includes a clear-span warehouse with an 18-foot clear height, three-phase power and grade-level overhead doors. Ideal for businesses seeking convenience and functionality in a well-connected commercial hub.

Current tenants include Atlas North America, Avid LLC, Sigma Netics and York River Flooring.

[CONTACT AGENT](#)

[PROPERTY DETAILS](#)

Thanks to our partner organizations:





York County's Department of  
Economic & Tourism  
Development  
is here to assist you with all your  
business needs, from funding, to  
expansion, to education.

121 Alexander Hamilton Blvd.  
PO Box 612  
Yorktown, VA 23690  
(757) 890-3317  
[yesyorkcounty.com](http://yesyorkcounty.com)  
[econdev@yorkcounty.gov](mailto:econdev@yorkcounty.gov)



York County Economic & Tourism Development | 121 Alexander Hamilton Blvd. | Yorktown, VA  
23690 US



Try email marketing for free today!